

R. H. Macy & Co.

HERALD SQUARE Inc. NEW YORK



Just Arrived!

NEW FELT HATS

For Tailleur and Sport Wear

Fashion has decreed that madame and mademoiselle must choose (if they would choose wisely!) a felt hat to wear with the tailleur—with the tweed suit—with the smart wrap—in the city or out of town.

We are proud of our stunning collection of felts—from the Paris chapeaux at \$14.50 (unbelievable but true!) to the more reasonably priced felts at \$8.50 and \$6.94.

We mention especially:

Turbans and Tams, in draped effects—imported from Paris

Charming Felt Hats with Georgette Combinations

Felt Hats trimmed with moire and long quills

Tailleur Models with Beltine, Ribbon and Bows

Plain Felts of Fine Quality in Tailored and Sport Effects, with Plain Bands.

Colors are: Gray, French Blue, Orchid, Red, Jade, Citron and Navy—also Black

Second Floor, 34th Street, Front.

Foreign Fancies

Perhaps you know (or perhaps you don't) that this store is continually bringing in little novelties from abroad—dainty little things individual and original as can be—expressly bought to indicate the trend of foreign fancy.



Every letter, of course, holds delightful possibilities—but the one with a monogrammed seal whispers in loud accents: "Come, open me—I'm from some one with a personality!" This particular seal has a crystal ball, gold entwined, for a handle.

Main Floor, Rear.



Woman is an ingenious creature—she finds more ways of encircling her waist than one would think possible. Her latest flair is for metal cloth crocheted into a highly decorative girdle—with jade beads for colorful trimming.

Main Floor, Center.



Trinket boxes hold a great many secrets—sometimes even going so far as to become sort of glorified make-up kits. The cloisonne one in question, of pale blue enamel with an intricate Chinese fish scale design in gold, opens to disclose two oblong boxes and two round jars equally appropriate for the family diamonds or milady's vanishing cream.

Fourth Floor, Center.

Easter Gifts

For Brides and Housewives

Hand embroidered pillow cases are always a joy to the woman whose heart is in her home.

Irish hand embroidered pillowcases, hemstitched, on good quality cotton. Designs are simple and neat. Size 22 x 36 inches. Usually \$1.54 each. Special, \$1.29

Madeira hand embroidered linen pillow cases. Hand scalloped on good quality pure linen. Neatly designed. Size 21 x 36 inches. per pair, special, \$6.94

Hemstitched linen pillow cases, fine quality, beautifully hemstitched. Size 22 x 36 inches. Usually \$1.49. Special, \$1.24 each

Basement, 34th St., Rear.



This Is Spring Wear in Paris \$9.94

A short while ago we copied a pump from our Paris office. We had it made up in Patent Leather, Black Kid and Black Satin.

It has a Spanish Louis heel, four straps which button at the center and smart cut-outs at the side. In New York this model is exclusive with us.

Also to close out about 350 pairs of low heel patent leather pumps at \$2.97. Small and large sizes only.

Second Floor, 34th St., Rear.

A Secret of Easter Smartness—

Whitbey

Capes, Coats and Dresses

In Women's, Misses' and Girls' Sizes

Whitbey apparel immediately takes its place among the smartest styles for Easter. Capes, coats and dresses—fashioned just for us, to our own demands of care and finish—and offered exclusively at Macy's.

Coats, \$15.74

Jaunty models in blue, red, emerald or black flannel, to be worn with or without belt. White flannel piping on collar, sleeves and down the front.



Capes, \$15.74

Full circular models of light and dark toned tweeds—exceptionally smart in styling and in fabric. The collar is trimmed with silk duvetyne in contrasting colors.



Dresses, \$17.74

With Blouse, \$21.74

Slipover models of homespun in orchid, Copenhagen, rose, and tan. Pockets, neck and armholes bound with contrasting color grosgrain ribbon.

Junior Girls' sizes 12 to 16 years. Misses' sizes 14 to 18 years. Blouses are of crepe de Chine, cleverly tailored, with pearl buttons.

Third Floor.



Spring Coats and Hats

For Small Boys and Girls

From One to Six Years Old.

Long lazy mornings on the sunshiny Drive—with mud pies when Nurse isn't looking—and a great deal of blue sky—there's no doubt about it—spring is here. And—are there going to be any new spring coats in your family? We pride ourselves on having a beautifully complete assortment at the most moderate prices.



First we present to you, Oh, economical mothers, our tweeds and homespun. There is any number of styles—one of which is sure to be becoming to your young hopeful. Some are belted—others have inverted pleats, and flare back, with raglan or set-in sleeves. Half lined, sateen lined or silk lined. \$4.89 to \$27.75 Model illustrated A—for boys or girls. \$8.74

The young man at the upper left hand corner wears a broad brimmed straw, priced \$4.89

For girls—illustrated B. \$23.74

The small person to the right wears a hat of taffeta with appropriately girlish streamers. \$7.74

And then there are the dressy coats of satin, of crepe de Chine and of Canton crepe. Ruffled they are and frilly, and thoroughly feminine.

For very young ladies \$6.74 to \$29.75



Illustrated C—at \$23.74 is a coat which comes in rose and tan Canton crepe as well as black satin.

The hat is a delightful affair, with a floating brim of ostrich feathers. \$10.74



Since capes are indubitably the mode this season we cannot pass this young person by without remarking that her cape is of tweed, fringed with a throw collar. It is only a sample of the smart capes for very young women that may be seen in the department. \$13.74

The hat is a combination of Georgette and straw. \$9.74

Illustrated D.

Spring Furs For Easter

Whether it be a wee soft choker of squirrel or a great silky fox skin—it is very smart to wear with one's tailored suit for spring.

Natural squirrel chokers. \$11.74

American opossum scarfs, 2 skins. \$13.74

Dark fitch scarfs, 2 skins. \$16.74

American fox scarfs, new brown shades, silky skins. \$19.74

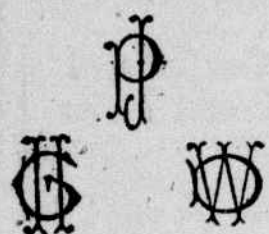
Natural mink, 2 skins, dark color. \$29.75

Stone marten chokers, 1 large skin. \$27.75

American red foxes, dyed in blue and light taupe colors. \$39.75, \$49.75

We have a complete collection of fine Hudson and Russian sables, silver and natural blue foxes, white platinum and dyed blue foxes, and Fisher scarfs. The prices are so moderate as to put a nice fur piece within reach of the average woman's purse.

Third Floor, 34th Street, Front.



A Special Offering of

Monogrammed Stationery

89c box

The box contains 24 sheets and 24 envelopes of excellent quality paper, ribbon tied—and it includes any two initials from our own stock die, which will be stamped on the paper in gold in the upper left hand corner.

The paper may be had in white with a gold edge, blue, buff, gray or violet with a white and gold edge.

Engraving Balcony, Main Floor, Center.

1,500 Yards of Real French Dot Veiling at 59c yard

Another shipment that has just come off the boat—of the smartest veiling to be worn with spring millinery. 23 or 24 rows of dainty chenille dots on most of them. All on a fine firm finish hairline mesh veiling. In most desirable color combinations such as flesh with black, beige with brown and magpie as well as plain brown and black.

Main Floor, 34th Street, Center.

Costume Slips from Paris

ONLY 195 at

\$8.74



Slim soft silken slips of excellent quality crepe de Chine finished at the bottom with two rows of hemstitching. They have four-inch hand-sewn hems, and in their very simplicity are exquisite, for the fabric and sewing are so fine.

In peach, king blue, beige, purple, American Beauty, cornflower blue, Nile green, orchid, ciel blue, flesh, rose-pink, gray; also black and white.

Third Floor, Center, Rear.



The Newest Blouses

Express in every flowing sleeve—in every graceful line—obedience to the command of Fashion—"Be original."

To begin at the beginning!

There are dimity blouses—hand made and hand embroidered—and with them we group French batistes and voiles.

And then the linens—some are white, of course, but others (and these catch the eye!) are of such gorgeous pastel colors as befit spring and sunshine and tweed suits.

Next come the silks—first, tailored models of crepe de Chine or radium, trimmed with touches of color or checked silk, then the more elaborate silk blouses of crepe de Chine and novelty silks, bugle beaded and irreproachably correct for dress wear.

And the final word belongs (as it usually does) to French creations of exquisite Normandy lace and net, as original as can be, frilled to the heart's content, and quite entrancing.

Prices are consistently modest.

Third Floor, 34th Street.